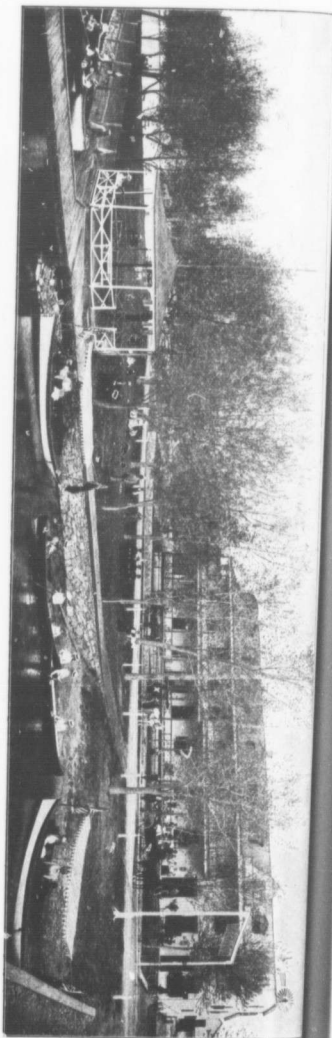


Why Have Outings ?

Some of our friends may wonder why we have annual outings. In years gone by the Company's custom was to invite the members of its field staff to an annual conference at Montreal, but this practice did not prove satisfactory. The officers were unable to tear themselves away entirely from the demands of business, while on the other hand the attractions of the city had a tendency to scatter the visitors more than was desirable. The problem was finally solved by the decision to hold the gatherings away from the Head Office entirely, thus ensuring that the party would remain united for the entire period of the conference. It was then thought, and it has since been proved, that a brief holiday or "outing," surrounded by the beauties of nature, would do more to bind our representatives together in the bonds of friendship, than thrice that time spent in a crowded city. Men who for the remainder of the year are separated by hundreds or thousands of miles, are brought to realize that they are not isolated, but belong to a great, energetic army, burning with enthusiastic loyalty to the Company and pride in its success. The opportunity to talk quietly over all matters with the Montreal Officials, to make suggestions and to hear explanations, is also invaluable. As a result largely of these outings, the staff of the Sun Life of Canada feel almost like members of a large family, and their *esprit de corps* is very marked. An invitation to the outing is so prized that our representatives work at high pressure throughout the year in order to attain that coveted honor. The outings contribute greatly to that enthusiasm which is so characteristic of our staff, and which is one of the principal causes why the Sun Life of Canada becomes more and more "prosperous and progressive" with every year that passes.



Clarendon Hotel and Grounds,
St. Anne de Bellevue.